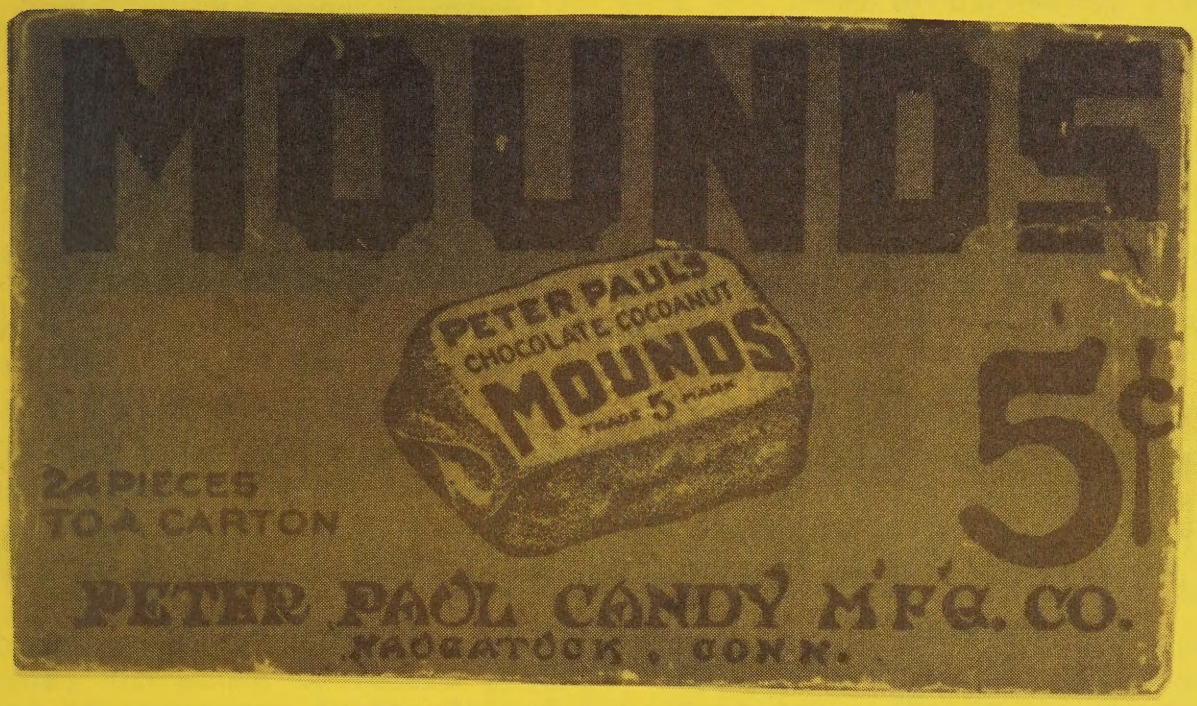
Candy Bar Gazebo

Issue 20, Fall, 1988 A Treat To Read



MOUNDS

The Peter Paul Candy Manufacturing Company started out in New Haven, Connecticut. But the company moved to Naugatuck in 1922. It had a rough time of it in the early years, as its bars, such as Konabar, Bachelor Bar, and Vitamin Bar really didn't catch on that well. Its first success was the Mounds bar first introduced in 1922. But it was a while before that bar really caught on because chocolate was still a seasonal item that was produced mainly in the cool months of the year when chocolate didn't melt too easily.

It wasn't until after 1927 when J.N.Collins of Chicago was purchased that the seasonal sales of chocolate was smoothed out through the year with sales of caramel products such as Walnettos, Honey Scotch, and Butter Scotch Caramels. These items helped build sales for the company and later proved to be the salvation of it during the chocolate scarcity of World War II.

When Mounds bars were first introduced they were wrapped in aluminum foil and remained aluminum wrapped until 1932. It was handwrapped until that year, when a laundry bar soap wrapping machine was altered to take

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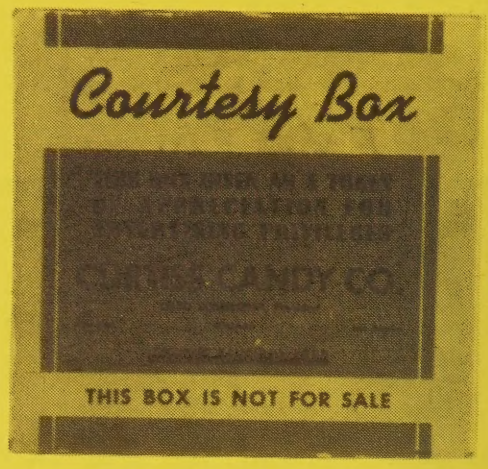
the new shapes and size of Mounds wrapped in cellophane. It was produced on a line of newly developed chocolate coating machines and crude refrigerated conveyor belts. In the new cellophane wrapper were now two bars instead of one -the double-sized Mounds for the same 5¢ price.

In the early 1920s the aluminum-wrapped Mounds bar was packaged as a promotion gimmick in small 5 3/4 x 3 x 1 inch boxes that were blue, orange, and white. These small boxes contained samples of Mounds bars that were presented to retailers to promote the product. The Mounds box was similar to the Courtesy Box (shown at right) given out by the Curtiss Candy Co. On the front of that box it said, "This box given as a token of appreciation for advertising privileges." The Curtiss Courtesy Box was 5½ x 5 x 1 inches in size and contained samples of Curtiss products, probably handwrapped Baby Ruth 1¢ bars.



Over the years Peter Paul acquired the Bachman Chocolate Mfg. Co., of Mount Joy, Pennsylvania, the Walter H. Johnson Candy Company of Chicago, the York Cone Co., of York, Pennsylvania, and C.J. Van Houten & Zoon, B.V., of The Netherlands. Today the Peter Paul Company is owned by Cadbury Schweppes of England and markets in the United States under the name of Cadbury U.S.A.

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SWEET NEWS

Warner-Lambert, American Chicle Group, has signed an agreement to take over Nabisco Confections from Nabisco Brands Inc. That line includes the old Welch Candy Company and Fox-Cross bars - Junior Mints, Sugar Daddy, Sugar Babies, Pom Poms, Charleston Chew, etc.

Candy Bar Gazebo is published quarterly by The Great American Candy Bar Club. Publication of articles therein dependent on approval of the editor and availability of space. No paid advertising taken.
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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of $15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at $4.50 each.

All correspondence should be sent to: Ray Broekel, Six Edge St., Ipswich, MA 01938

CANDY BAR GAZEBO EDITORIAL

Bobo Richelieu's Pralines

Pralines originated in France. They were named after a seventeenth century official, Marshal Praline. It was Praline's cook who first thought of making a concoction of nuts cooked in boiling syrup. Marshal Praline's military exploits were commonplace, so they really aren't found in many history books. But his cook's creation, named in his honor, are in the books for famous candy that has been created.

While exploring my favorite American city for food, New Orleans, I encountered an elderly gentleman who was pleasantly in his cups one day. His name was Bobo Richelieu, and I accidently was placed at the same table with him in Buster Holmes' in the French Quarter.

Bobo and I got into a discussion about pralines, of all things. We were bothdigging into a big plate of red beans and rice, for which Buster Holmes' is renowned.

We began table conversation making comments about how great red beans and rice tasted. "That's a real New Orleans treat," I commented.

And Bobo commented, "Yup. Great All-American soul food. But New Orleans has another. That's the praline."

But that's French," I said.

Bobo nodded his head. "Yup," he said. "Real French food , the praline. Ever since it emigrated to America."

And Bobo went on to comment that it really took hold in New Orleans. And soon hundreds upon hundreds of variations upon the original recipe took hold.

The New Orleanians used a Louisiana brown sugar out of which the syrup was made, and plump Louisiana pecans. "Remember one thing," Bobo cautioned. "Always eat pralines fresh. They don't store well. That's the way to eat pralines, fresh."

We paused in conversation to partake of some more of those great red beans and rice. Then Bobo looked at me with a sly grin on his face. "You know," he said softly as he tapped his head with a forefinger. "I've got a recipe for pralines right up here in my head."

He went on to explain that he had gotten the recipe from an illiterate Cajun who ran a Creole bakery/confectionery in the bayou country just south of the Crescent City.

So while I ontinued to shovel in beans and rice I copied down Bobo's recipe on one of Buster Holmes' napkins. I got it all down and carefully placed the napkin in my pocket. "That's great, Bobo," I said enthusiastically. "Sounds as though this'll be a real winner."

Bobo responded, "It is, it really is, believe me. But remember, always eat pralines fresh, that's the real secret."

Bobo Richelieu and I departed friends. He went his way weaving down the street towards Bourbon Street. I went back to my hotel.

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Editorial (concluded)

Somehow, somewhere, that prized recipe disappeared. Whatever I did, the napkin with the words on it just had up and disappeared by the next morning. I'll never know what happened to it.

Upon its loss I immediately headed back to Buster Holmes' hoping to run into Bobo again. Unfortunately he wasn't there.

Upon asking around where I could contact Bobo Richelieu I was told that he had gone back to where he had come from - the Bayou Country. Seems that Bobo came into New Orleans about once a year, but then disappeared back to where he had come from.

I shook my head. And for years afterwards I'd look out for him in Buster Holmes' whenever I was in New Orleans. But to no avail. He never turned up again.

So I simply did the next best thing. I went around to the various places pralines were being made, and ate them fresh. I at least remembered Bobo's warning, "Always eat them fresh!"

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DISASTERS

It takes an earth-shaking event for names changes to take place. Back in 1937 there were numerous candy bars dealing with the concept of the dirigible, but the burning of the Hindenburg caused those names to be dropped. And in 1942 a disaster in Boston caused the good-selling Coconut Grove Candy Bar made by Curtiss Candy Company to lose sales and disappear from the market. The disaster was the burning of the Cocoanut Grove night club in which many lives were lost. In the 1970s the bar was reintroduced for awhile, but sales never did pick up and the bar was permanently shelved.

Presently the AIDS epidemic is hurting the sales of Ayds diet candy. That company is seeking a new name for its product because sales are hurting because of similarity in names.

WHEREFORE ART THOU, ROMEO?

William Shakespeare's first romantic tragedy was Romeo and Juliet. It was written around 1597, and was based on an Italian romance by Bandello. The romance reported a tale of the two chief families of Verona, the Montagues and the Capulets, bitter enemies. The families eventually reconciled, but not until Romeo Montague and Juliet had respectively poisoned and stabbed themselves because of an unfilled relationship.

Several hundred years later an American candy company, Jacobson Candy Company of Des Moines, Iowa, decided to name two of their candy bars after the two lovers. The Romeo bar wrapper showed a hayseed-looking serenading swain playing a stringed instrument. The graphics on the wrapper were poor, as were the graphics on the Juliet bar which showed a rather unattractive miss perched on a balcony. The Romeo bar had a maple-flavored center, the Juliet bar center was vanilla-flavored.

The wrappers carried the not too romantic offer of how the purchaser could obtain identification, "Dog Tags," by saving Jacobson bar wrappers. "Send 35¢ and 2 wrappers or cups from any Jacobson bar. We print 4 lines, 19 spaces or letters per line: you specify name, address, Social Security No., blood type, religion, dog's name, phone, for diabetics, specify allergies, your Doctor's name. TAPE MONEY TO LETTER, PRINT NAME AND ADDRESS."
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The Romeo and Juliet bars were fairly decent sellers during the late 1950s and early 1960s when 10¢ bars were sold in the Midwest and West states. But both bars and the numerous other products Jacobson made disappeared from the confectionery scene when the company went out of business about 1981.

Harold, Henry, and Oscar Jacobson started out as the Northwestern Candy Company in Des Moines, in 1915. Over the years there were several locations for the company, and some of the moves came about because of fire damage.

The February, 1939, fire enveloped the Northwestern building when it was located on East Locust. The Des Moines Register carried in part this account of events: "The candy manufacturing firm employs 110 persons. The sales territory includes four Mid-West states: Missouri, Minnesota, Nebraska, and Iowa. Specialties are chocolates and candy bars.

"One of the first jobs in cleaning up after the fire was to phone girls employed in the candy department in the basement not to report to work today.

"A comedy touch was furnished by a group of small boys which hovered about the entrance of the candy store trying to salvage candy from boxes which floated out the door. A skirmish in which small fists were thrown resulted in one lad retiring from the fray with a particularly luscious

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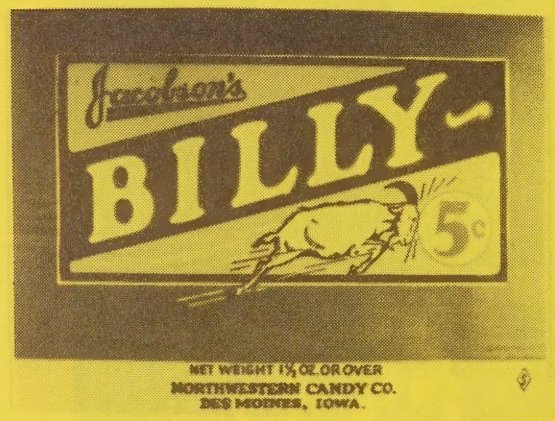

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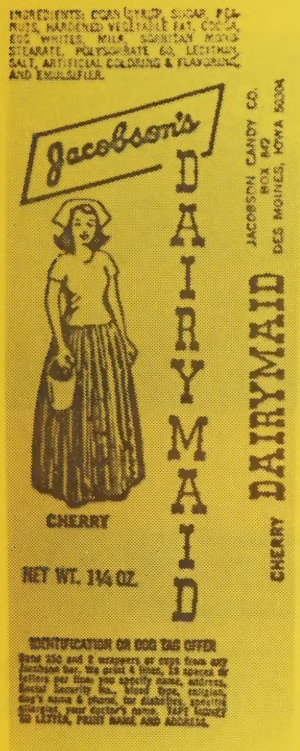
appearing box. It turned out to be filled with paper."

In the late 1930s the firm got into trouble when 50,000 punchboards were seized in a raid on May 15, 1937. According to the Register the case came to a head in a jury trial in which a $300 fine was imposed. But the fine was cancelled when Governor Wilson intervened on the jury decision. (A run down on candy bars and punchboards was covered in an article, "Put and Take," in The Chocolate Chronicles, Wallace-Homestead, 1985.)

The firm eventually dropped the name Northwestern Candy Co., and became the Jacobson Candy Company. Numerous bars appeared over the years with this name as the manufacturer. Two bars that appeared with the Northwestern name were the Billy Bar and Cream Peanut Cluster Bar.

Some other Jacobson bars over the years were Baby, Dairy Maid, Dairy Maid Cherry, Double Mint, Twin Candy Cups, Cup Cake, and Chocolate Malt Cups.

Photos of wrappers are from the collections of Alan Bitterman, Leonard Kallok, and Ray Broekel.



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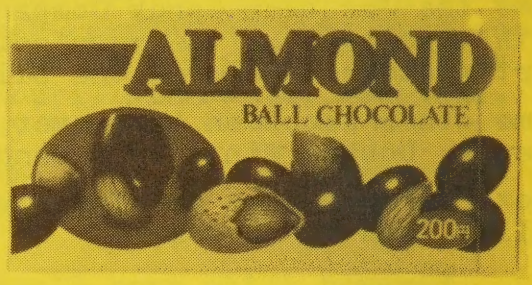
News

USA Today had a thought-provoking article in an April issue. The headline read, "Candy Makers Spiking Treats," and the first paragraph started out with, "Is the USA ready for bourbon in its bonbons?" The article reported that candy with alcohol content is permitted among 15 states allowing it to be sold and/or manufactured. Washington D.C. also allows sale.

KUDOS TO JAPAN

Mrs. Jan Ford, Danvers, Massachusetts, took a recent trip to Japan to visit her daughter. And along the way she managed to collect some Japanese chocolate bars to bring back. All the bars were fresh, and the quality of Japanese chocolate has certainly improved in the past few years. Especially good were the Lotte Ghana milk chocolate bar and the Meiji milk chocolate bar. The other bars illustrated were of very good quality too.



SWEET NEWS

The New York Times reported on May 7, 1988, that the daughters of Babe Ruth filed and received a Federal trademark in 1987 for the name, "Babe Ruth," on paper articles.

The Boston Globe carried a short article saying that a tractor-trailer carrying thousands of chocolate bars and caramel caught fire and melted down into a huge sauce on an interstate highway near Hempstead, New York. The blaze restricted traffic to one-way for several hours.

Comedian Arte Johnson had a case of Goo Goo Clusters served as dessert at a birthday party for his wife, Gisela, in Beverly Hills recently. The party was held at the Bistro Gardens and each had a tasty treat to top off lunch.

RJR Nabisco has sold its Canadian candy subsidiary, Lowney, to Hershey.

The New York Times reported on April 7, 1988, that chocolate prices may fall because of the cocoa glut on the market as thousands of tons of cocoa were piling up in warehouses around the world.

Chocolate has never gained real popularity in the Republic of China.

AUSTRALIA

The confectionery business is healthy in Australia, and the major companies will be covered in articles in Gazebo. Smaller concerns are covered in this article, plus one of the major confectioners, Red Tulip.

A United States company, World's Finest, has a branch in Stanmore. That company produces various fund-raising bars as well as a line of other bars such as the Kanga Bar, a stawberry-flavored marshmallow bar. One of the fund raising bars produced is a Peanut Brittle bar.

Arnott's Famous Biscuits, with several locations, produces it's well-known Tim Tam, a chocolate-covered biscuit bar. And Menz Confectionery, Marleston, South Australia, produces several bars such as Chocolate coated Peanuts, Sultana Chocs, and Peanut Chocs.

A line of health bars is produced for Members of the Pharmacy Guild of Australia, including such bars as the Sultana Bar, Ginger Bar, Sesame Bar, and Summer Roll. Mars of the United States puts out its Snickers, Milky Way, Mars, Bounty, and other bars in its Australian plant.

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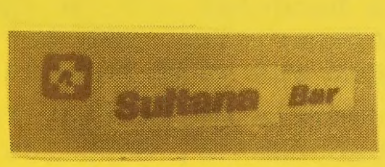

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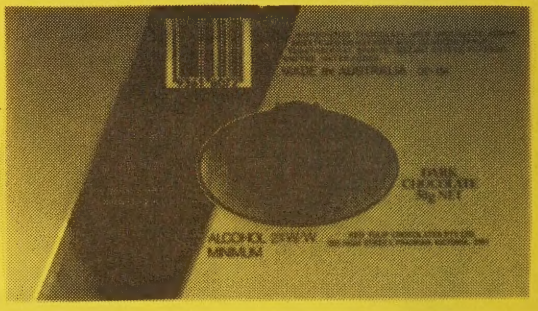
RED TULIP OF AUSTRALIA

Red Tulip Chocolates Pty. Ltd., began in Melbourne in 1942 as a one-man operation. The founder arrived in Australia in 1939, bringing with him his experience gained in the chocolate industry in Europe. He began with the trade name, "Olgona Chocolates."

In 1949 "Red Tulip" became the officially registered business name. This name was derived from a box of chocolates that was known as the "Rote Tulpe."

Red Tulip is one of the leading Australian manufacturers of candy Easter Eggs. Red Tulip After Dinner Mints were first produced in 1952. Liqueur Cherries are manufactured at the Red Tulip factory in Prahran.

Some very good chocolate bars are produced that have liqueur in them. The Curacao bar, and the Liqueur Rum bar are two of them. They are made of very good chocolate. Another Red Tulip bar is the 5 Hazelnuts and Caramel Bar, five pieces of chocolate in the wrapper each filled with a hazelnut, caramel, and quite tasty. A dark chocolate bar, Creme de Mocha, is also coming off the production line.



SWEET NEWS

The New York Times reported that on the opening day of major league baseball play in New York, that a Clark bar with a Band-Aid across the wrapper was tossed out onto the field of the Yankee opener. The joke bar was obviously referring to Jack Clark, the Yankee slugger out with injuries at the time.

Godiva buys its chocolate from Wilbur Chocolate of Lititz, Pennsylvania. And Merckens Chocolate of Mansfield, Massachusetts, supplies chocolate to Fanny Farmer and also makes the chocolate that goes into Oreos made by its parent company RJR Nabisco.

COUNTRY HAM

Country ham and candy bars? Back in the 1920s and 1930s the Bradas & Gheens Candy Company of Louisville, Kentucky, issued a bar that was called Country Ham Candy Bar. That company made lots of candy bars and some other ones were Cherry Sherbet, Malt Milk Candy, Sweet Buy and Buy (raisins, caramel, milk chocolate) and Captain Bar that was available in both a 5¢ and a 1¢ version. Some other bars were Candy "Bread" Loaf and Hunks.

The confectionery company was founded in 1833 by Peter Bradas. It was in 1881 that company ownership was taken over by his son. Eventually the son, James, formed a partnership with C. Edwin Gheens in 1899. Gheens took over the company when James retired in 1920.

In 1962 the company, employing about 350 persons, was sold to the Friedman Brothers of Moline, Illinois. The Louisville Courier-Journal reported the company went out of business in the mid-1960s.

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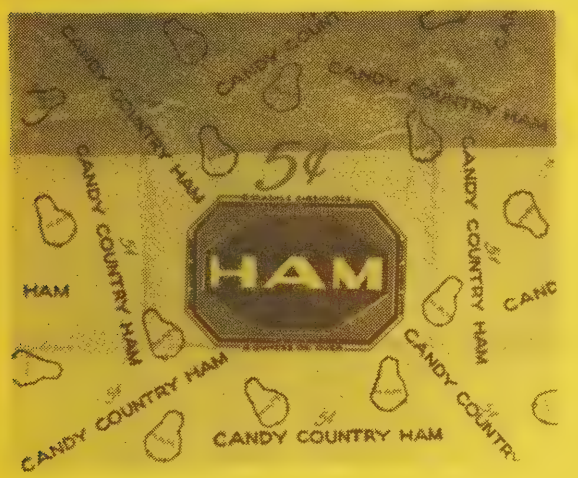

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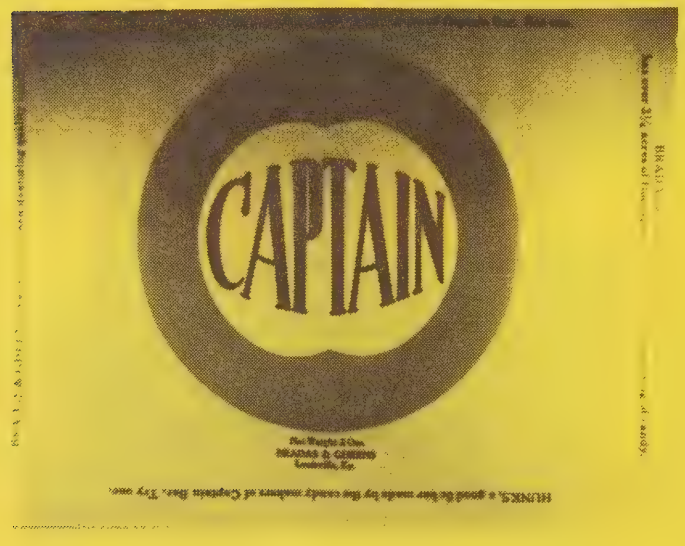
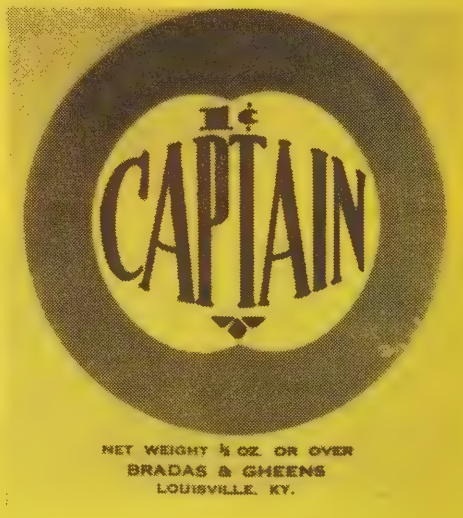
In 1984, Glenn Rutherford, a Courier-Journal columnist, had a nice story about a former employee of Bradas & Gheens who met her future husband as a result of working in the company plant. It was 1919, and she, along with other girls working in the packing department, dropped their names into boxes of candy that were being shipped off to Camp Knox, an army base not too far from Louisville. So Bradas & Gheens had a hand in the romance business as well as in the candy business!

(Wrappers shown are from the collections of Alan Bitterman and Ray Broekel.)





SWEET NEWS

Dr. Ruth Westheimer, Dr. Ruth of TV and radio, has a picture on the wall of her office in New York city. The picture shows a torn wrapper of a Baby Ruth bar. The Baby part of the wrapper is torn off, so all that shows is the Ruth part - appropo for Dr. Ruth's office, right?

Chocolate Pix, Utica, New York, brought out a chocolate bar as a tie-in with the film, "Consuming Passions." The 40 pound specially made bar carried a photo likeness of the three stars of the film, Vanessa Redgrave, Tyler Butterworth, and Jonathan Pryce.

New buyers are being looked at for the Sanders Candy Company of Detroit, Michigan, which closed suddenly in early April. The case was ruled on in bankruptcy court. USA Today reported that 100 workers were looking for new jobs unless something was resolved quickly.

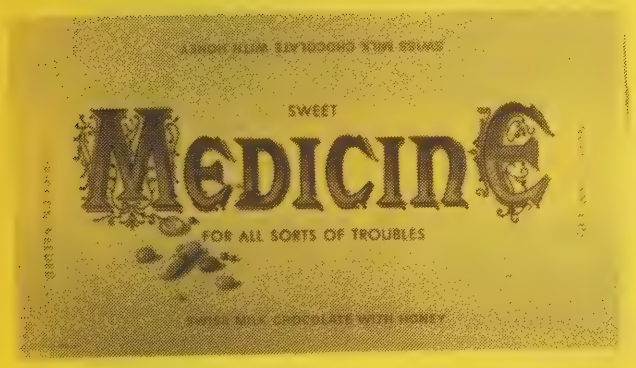
When the 'No Smoking' regulations went into effect on thousands of domestic flights in the United States, flight attendants and ticket agents plied passengers with free candy and gum. The New York Times reported that Northwest Airlines handed out candy and mints. American Airlines provided cinnamon hard candies to passengers.

LETTERS AND SUCH

Stanislav Kramsky, Prague, Czechoslovakia, sent along a bunch of Pfister (Switzerland) wrappers. This company is doing lots of work for other companies and has recently used Garfield and The Smurfs on some of their wrappers. Pfister also makes a line of "Greeting Card Chocolate Bars," such as the Sweet Medicine and Dreams wrappers. The idea of presenting someone a chocolate bar with an appropriate message on the wrapper instead of a card is a great idea.

Jack Bacon, Wayzata, Minnesota, sent along a Highgate Dairy Milk Chocolate bar wrapper. The bar's made in Jamaica by Highgate, and Jack got it on a recent vacation trip to Jamaica. Jack said the chocolate was good, but not as good as Hershey chocolate.

Harry Levene, London, England, sent along some really fine wrappers. The Tempest bar is now on the London market, but the maker is as yet unidentified. The Jordans Crunchy Bar is a health-type bar - granola type minus the chocolate. Thistletons dairy milk chocolate bar is new, and is sold exclusively by Gateway, the third largest supermarket chain in England. The chocolate is very good and inexpensive. Levene says it is one of the best French bars he's tasted. (The bar is made in France for Gateway). Continued next page.



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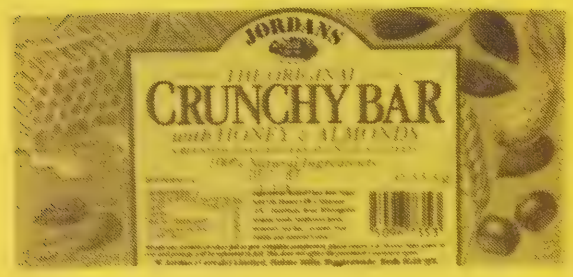
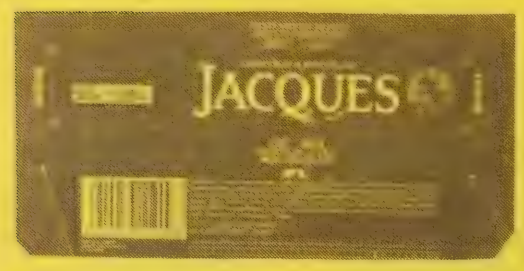
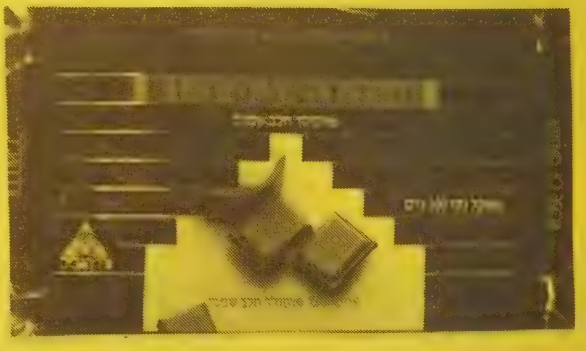
The Jacques bar is Belgian. When Levene first came across this bar it was made in 27 different varieties. The Intermezzo cream chocolate bar is made in Israel by Rose of Galilee, a new firm in partnership with a Swiss firm. The last bar wrapper sent along by Levene of a K. Pfister wrapper, made up with the photo of the Pfister sales rep in Sweden - Lena Oetterli is her name. What a great kind of calling card to give a customer - a candy bar with your picture on it!

Wally Pfeiffer, Joliet, Illinois, sent along two wrappers for bars made for the Alco Discount Stores chain. Home base for the chain is Abilene, Kansas. The chocolate bars, two kinds, are crisped rice, and peanut butter filling.

Sandy Licht, Cudahy, California, reports that legal requirements have been completed with Cadbury for the rights to the name Walnettos. The trademark has been registered in the U.S. and Canada, and in the works are the filing for England and Japan. Diamond Brand Walnuts will be used in Walnettos.







BY FARR THE BEST

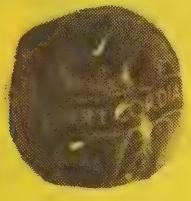
If you are ever traveling in the vicinity of Idaho Falls, Idaho, by all means stop in at the Farr Candy Company to sample its Mallo-Nut Bar. This is an excellent candy bar made of gooey marshmallow with walnut bits and has a chocolaty outside. It's one of the best-tasting candy bars I've had the pleasure of sampling. And get it when its fresh for prime-time eating. It doesn't ship well, so eat it on location if possible.

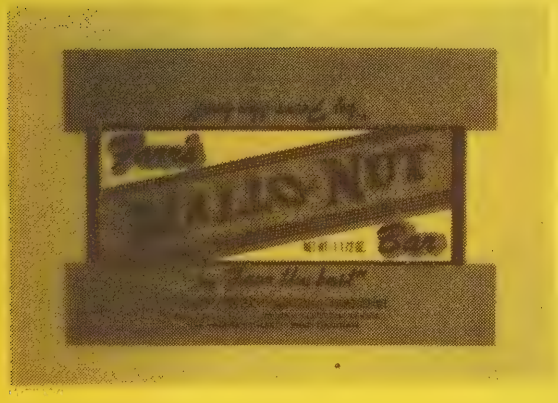
The Post-Register in Idaho Falls carried several articles about this candy company that was founded in 1911 by Roy Farr, grandfather of the present manager, Kevin Call. The advertising slogan of the company is "By Farr the Best," and the slogan is a most effective one.

The company at the present time makes three kinds of candy bars and 44 flavors of ice cream. Farr is one of about three manufacturers of ice cream in the state. Most ice cream is manufactured out of state.

The three bars made by the company are Farr's Mallo-Nut, Peanut Cluster, and Cherry Cordial. The firm still supplies these bars in very limited amounts to stores in Idaho, and parts of Wyoming and Montana. Two other bars the company used to make were Black Walnut and Hotcake Marshmallow.

The bottom left wrapper is from the 1970s and was made by Milprint of Milwaukee. The other bars shown are of current vintage.





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The Wall Street Journal, in June, reported that some farmers in the Middle Atlantic states were feeding chocolate and candy bars to their milk cows. For their chocolate supply, the Journal reported, most of them relied on the salvage center at Hershey Foods Corp, Hershey, Pennsylvania, where damaged bars piled up. The damaged chocolate was a cheaper source of food and energy for cows than corn, $60 a ton as opposed to $80. And nutritionists said a candy bar loaded with carbohydrates, sugar, and fat, had about twice the energy of an ear of corn. Cows need plenty of energy to produce milk.

SIEGEL IN ENGLAND AND FRANCE

Bette Siegel, Ipswich, Massachusetts, took a quick trip to England and France recently. She only had a chance to sample a few bars in each of those countries, but some of them were the best of their kind in the world.

Her selections in England were: two Cadbury Classic Selection chocolate bars- Ginger Chocolate Bar, and Walnut and Orange Chocolate Bar. Sorry to say she didn't find them impressive to her taste buds. She also brought back a Cadbuty Fudge bar for sampling purposes - judgement - only fair. But two Mars products she brought back for sampling were first rate - the Mars Marathon Bar (same as the U.S. Snickers), and the Mars Bar (same as the U.S. Milky Way) were really good candy bars.

In France she found the Nestlé Yes bar, made in Munich, Germany, for sale. It was a delectable sponge cake, hazelnut-flavored-cream-filling, chocolate coated bar that I found to be excellent in France a few years ago. Also, the Lion bar, made by Rowntree Mackintosh of France, was a fine-tasting candy bar. And one of the very best candy bars in the world, the Nuts bar made in Holland, but sold throughout Europe, she brought back for sampling purposes. I first sampled it a few years ago in France. This bar is now being made by the Nuts Chocoladefabrik in Holland which is now a member of the Rowntree Mackintosh group of England.

BARS, BARS, BARS, BARS

Warner-Lambert has a 10¢ change maker out, Candilicious. A regular size is also available.

R.M. Palmer Co., West Reading, Pennsylvania, has two kinds of Truffle eggs, soft caramel and peanut butter. Both are good tasting items.

The Foreign Candy Company, Inc., has introduced Chocolate on a Stick Milk Chocolate Bears. The bars are made in West Germany.

Amurol Products has come out with Noid, tart and fruity candy balls, an item to appeal to the younger crowd.

Nestlé has a special price on Alpine White - a 25¢ item.

Moon Pie, Double Decker Deluxe, is now found in the candy bar sections of some stores. This item, put out by Chattanooga Bakery, Inc., is a great snack item.

Another oldy along marshmallow pie bar items is the Scooterpie put out by

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Salerno-Megowen Biscuit Co., Chicago. Presently the bar is available only in boxes found in the cookie section of Supermarts. The Scooterpie is good, but not up to snuff compared with Moon Pie and McKee Marshmallow Pie.

Pennsylvania Dutch Co., Inc., Mt. Holly Springs, Pennsylvania, has introduced the Babette bar line for sale in the U.S. Babette comes in six flavors and is mighty good chocolate. It is made by Van Netten's Chocolate Factory in Dortmund, Germany.

Andre Proust, Inc., Old Saybrook, Connecticut, is marketing Zotz in the U.S. Zotz is made in Italy by Ambrosia.

Kit Kat, made in the U.S. by Hershey, has wrappers carrying notice of a $100,000 contest.

Almond Joy, Cadbury USA, has a new 10% bigger wrapper.

Baby Ruth, Nabisco Brands, has a new giant-size wrapper.

McKee Baking Co., Collegedale, Tennessee, has a great banana-flavored Marshmallow Pie out. It's a good buy, eight cakes for 99¢. Also great is

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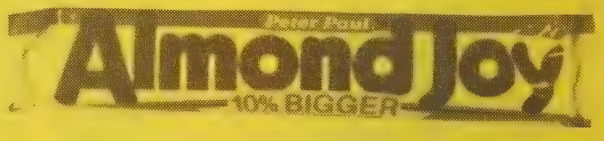

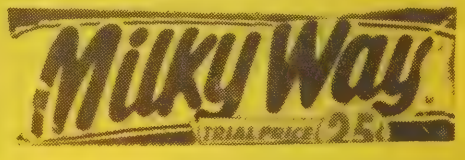

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the McKee Pecan Pie-excellent buy - six in the box for 99¢.

Milky Way has out a 25¢ trial-priced bar. And Toffifay has a $5.00 cash refund by mail offer on its bar wrapper. The only problem with the offer is that you need to save 60 Toffifay wrappers to send in along with your name and address.

Merckens makes chocolate bars available at retail and for fund raising. Some of the bars made are milk chocolate, dark chocolate, milk chocolate with almonds, peanut butter filled milk chocolate, milk chocolate with crisped rice, and truffle, and caramel bars. Private label bars are also made.

Ragold Inc., has out a Cocoamint Velamints pack. Made with cocoa, the mint is sugar free.

Russell Stover Candies has out a Peanut Butter Bar that is tasty.

Hollywood Brands has a new wrapper on the Zero bar given away with the purchase of two Pay Day bars.

Brach's Peanut Butter Meltaway Egg is quite tasty as an Easter treat.

Angela Marie's Marshmallow Munchie was a somewhat expensive crisped rice with marshmallow item. Angela Marie's is located in Kaysville, Utah.

The R.M.Palmer Co. of Reading, Pennsylvania, is forty years old, having started in 1948. It has become a leader in the chocolate novelty industry, and targets holidays such as Easter, Christmas, Valentine's Day, and Hallo-

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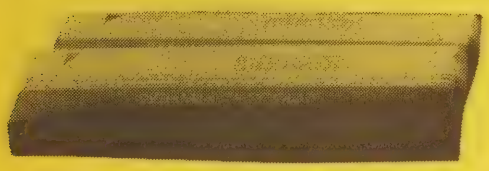

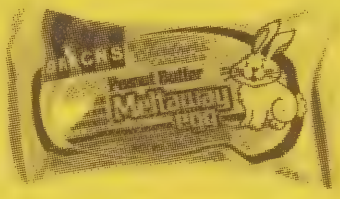

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ween with its various products. For its 1988 Halloween line, some of the products are Halloween Mix, Peanut Butter Pumpkin Patch, Milk Chocolate Pumpkins, and Monster Munny. The items are eye-catching and quite pleasing taste-wise.

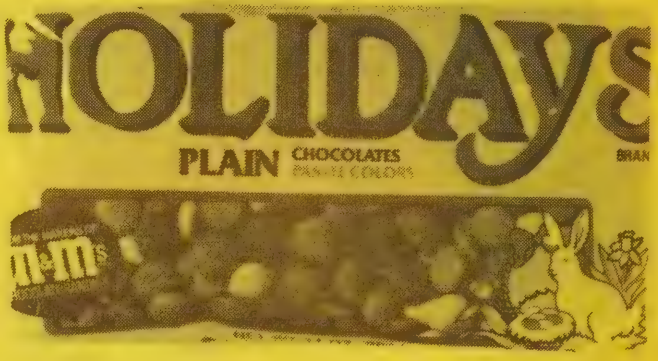
McKee Baking has a new Peanut Clusters item on the market. Another very tasty item from this progressive company that is reasonably priced. Also new from McKee is the Caravella Bar, peanuts, cocoa, caramel, and biscuit.

Hershey is test-marketing its Symphony Bar in California. And Heath is offering new snack size Mint Meltaway Bars.

Bars made up specially for fund-raising events are sold throughout the country by youngsters. One such effort is for Little League in Ipswich, Massachusetts. The bar being sold was the America's Best Chocolate Bar with Crisped Rice made by Cocoline Chocolate Company, Inc., of Brooklyn, New York.

New from Nabisco Brands are two Lifesavers Fruit Juicers - Fruit Punch and Mixed Berries. Both are tasty.

M&M/Mars has pastel shaded M&M's called Holidays on the market for several years now for the Easter trade. (continued next page)



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DeMoulas Supermarkets (Eastern Massachusetts) has several different chocolate bars available under its private label. Among them are a good milk chocolate with peanut butter filling and an Ivory White with Almonds.

The Foreign Candy Company, Hull, Hull, Iowa, has a new product, Chewy Nuggets, imported from France. Each packet contains strawberry flavored chewy candy.

United Confections, Inc., Granada Hills, California, has two products imported from Finland - the Tivoli Chocolate Peanut Butter Bar and the Chocolate Mint Bar.

Ferrara Pan, Forest Park, Illinois, has a new item, Big Punch. Each packet contains an assortment of different sour candy balls. Ferrara Pan also has out a new line of chocolate covered products.

Neuhaus (USA), Inc., has numerous Belgian made chocolate bars on sale in the U.S. The milk chocolate bar, a 1.76 ounce bar sells for $2.00.

Tobler Milk Chocolate is an excellent 3 ounce bar made in Switzerland for sale in the U.S. It is made by Jacobs-Suchard.

The Smarties Candy Necklace is made in Holland for the CeDe Candy Inc., with offices in Union, New Jersey, and Toronto, Canada.

Pennsylvania Dutch also has out a new line of Mini Milk Chocolate Bars in several varieties. The chocolate is very tasty and the bars have been prepared for the company to distribute. (Continued next page)

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Ferrero USA has come out with a Mon Cheri with an almond and almond bits in it instead of a hazelnut. Result? Another fine product to be enjoyed.

Whitman's has a Toasted Coconut Caramel bar out. Two caramels are in each wrapper and they are quite good.

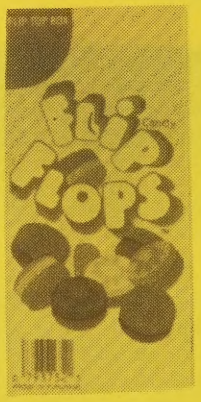
A very tasty new gummi bag candy is Haribo's Frogs made in West Germany for sale in the U.S. Also from Haribo is the very fine tasting Peaches Gummi Candy.

Also new is the Sunkist Fun Fruit Dinosaurs put out by Thomas Lipton. Six individual packets are in each box. The chewy dinosaurs are tasty.

The Lindt Blancor Swiss Confectionery Bar is excellent. The appealing cocoa butter is enhanced with crocant pieces to make for a really fine combo.

From the Bakery Division of F&F Laboratories of Chicago comes the Chocolate Wafer pack. The wafers are good.

New from General Mills is the Betty Crocker Pudding Roll-Ups. Instructions on the back of the wrapper tell you how to unwrap the product for eating. It is a thinly rolled out taffy kind of candy and is produced for General Mills.



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Flip Flops is a new item from Willy Wonka Brands. One side of each of the candies is sweet, the other sour. A combination of tastes are in each box and they are quite good.

Heide is packaging its Chocolate Babies and Mexican Hats in the popular movie snack size boxes - seven ounces. Both items are a good buy at just 69¢. And available in the conventional 3.25 ounce packs are Soft Cherries and Jujyfruits on sale for 3/1.00.

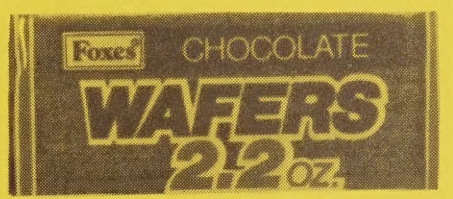
Sunline's new Spree Sunsations, tropical fruit-flavored, are quite tasty and recommended.

M&M/Mars Broker Sales has Starburst, with two new flavors on the market. The pieces are individually wrapped and quite tasty.

Leaf's Whoppers comes in a 2.5 ounce box. Still tasty as ever.

Fanny Farmer Milk Chocolate Bar retails for $1.25, but can be obtained in Fanny Farmer outlet stores for 89¢. The Fanny Farmer Milk Chocolate-flavored bar for diabetics was sampled by Annie Boylan and Phyllis Walsh. They reported that bar to be the best non-chocolate bar they've tasted so far over many years.

Hemingway Chocolate Company, bars made in Hungary, is really pushing its products in the U.S. The extra fine milk chocolate bar is a good quality chocolate. It seems to be much better than when first tried back in the Spring of 1987. (Concluded next page)



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NEWS BITS

On the back of the bag containing Milky Way Snack bars is claimed that the Milky Way bar is the world's favorite chocolate bar.

Suzie, a park deer favorite in Tims Ford State Park in Winchester, Tennessee, was killed by an arrow over the Labor Day weekend. Suzie's favorite people-food was the Goo Goo Cluster candy bar.

The New York Times, July 2, 1988, reported that three tons of cocaine were seized on Long Island, New York. The cocaine was concealed in cartons marked "unsweetened Ecuadorean coca Chocolate."

Goelitz Confectionery Company is celebrating its 90th birthday this year.

The Quad-City Times, Davenport, Iowa, carried a column by Bill Wundram extolling the virtues of Valomilk candy bar made in Kansas City. Bill was able to buy a few bars locally at the going rate of 79¢ a bar. Bloomingdale's of New York City featured Valomilk bars in a recent promotion for products from Kansas. It couldn't happen to a better bar.

Nestlé came out the winner in the battle over control of Rowntree of England. What does this mean for the future licensing of Kit Kat and Rollo to Hershey in the United States?

The Boston Globe, July 14, 1988, carried an article reporting a sharp increase in stock of Cadbury Schweppes Plc., of England, held by General Cinema Corp., the Newton, Massachusetts, based theater owner and soft drink bottler.